


# Executive Director Report

KAREN SCOTT  
EXECUTIVE DIRECTOR



## A Message from the ED



 April is National Child Abuse Awareness month. First 5 San Bernardino will participate in several events supporting this awareness including:

- Shine The Light On Child Abuse Breakfast** – sponsored by Children's Network and First 5 San Bernardino, March 29 at the National Orange Show in San Bernardino
- CASA's 5th Annual Run/Walk event** – April 21 at 300 North D Street, San Bernardino
- Child Help USA presentation** – April 24 at the Comprehensive Tobacco Treatment program in Loma Linda

In the recently released *Investing in Children RFP*, the First 5 Commission addressed the issue of child abuse prevention by incorporating the Strengthening Families framework in program requirements.

### **AB 99**

The decision on AB 99 continues to be an important topic throughout the State. All Commissions made cuts to their budgets, programs or contracts, changes in long range financial plans, and some staffing and now must strategize how to continue on. Recent conversations suggest that First 5 Commissions should focus not only on issues related to the current AB 99 monies, but the development of a fluid environment that dictates what First 5 and its roles, currently including educator, supporter and convener, will be in the

future. The First 5 San Bernardino will continue to explore how can we best promote, support and enhance the health and early development of children prenatal through age 5 and their families and communities aligned with the mandates of Proposition 10 as revenues continue to decline and/or otherwise be threatened.

### **Investing in Children RFP Update**

More than 90 proposals continue to move through the evaluation phase: performance, capacity and clarity review. Contract(s) will be awarded based on a competitive selection of proposals received. All proposals are being subjected to the standard review process developed by the Commission to yield the Proposer the proper due diligence in the evaluation phase of the RFP process. *Not all proposals will be funded!*

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March/April Edition

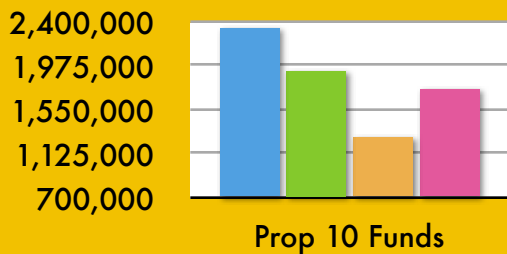


# 2012

## Updates

### Fiscal Update

F5SB received the monthly revenue from Prop 10 funds in the amount of \$1,765,683 for December 2011. This revenue funds First 5 San Bernardino programs and services.



■ September ■ October  
■ November ■ December

### Children's Health

IEHP Coverage for January 2012=409 premiums paid by First 5 San Bernardino for a total of \$38,951.

### Upcoming CAN Meetings

The Children's Advocate Linkage is a mutually ongoing partnership between the various components of the Children's Network and children's services providers, advisory boards, local educational agencies, child advocates, community collaborative and community-based organizations, the religious community, and the community at-large.

#### High Desert Partnership for Kids

Monday, May 14 9:00 a.m. - 11:00 a.m.

Location: At Desert Mountain SELPA, 17800 Highway 18, Apple Valley

#### East Valley Collaborative

Tuesday, April 10 3:00 p.m. - 5:00 p.m.

Location: First 5 San Bernardino, 330 North D Street, Suite 500, San Bernardino

#### Bear Valley Collaborative

Monday, May 21 2:30 p.m. - 4:30 p.m.

Location: Big Bear Parks and Recreation Community Room, 41220 Park Avenue, Big Bear Lake

#### Focus West Advisory Council

Thursday, May 24 9:00 a.m. - 11:00 a.m.

Location: Ontario Montclair YMCA, 215 West C Street, Ontario

## First 5 Staff: Out and About

On March 3, First 5's Vanessa Lee and AmeriCorps volunteer Diana Yegge attended Read Across America's 16th Annual Family and Community Reading Festival presented by San Bernardino Public Library in partnership with San Bernardino City Unified School District.



The ARMC 5K Walk-Run and Fitness Expo on March 10 was a huge success! More than 3100 folks attended the Walk-Run and Fitness Expo, including Supervisor Gonzales, Preschool Services' Ron Griffin, First 5's Executive Director Karen Scott, Staff Analyst Ronnie Robinson, and Office Specialist/Public Relations LuCretia Dowdy. First 5 San Bernardino was happy to participate in this wonderful event.



Brush  
Up on  
Healthy  
Smiles!



## A Message from the ED, continued

*continued from page 1 .*

The Commission has committed \$57,450,000 for investment in direct services for FY 2012/13 – 2014/15. Nearly \$100 million has been requested per proposals submitted. While cost is a major consideration in the evaluation process, selection will be based on which proposals best meet the requirements of this RFP, meet the needs of children ages 0-5 and their families, align with the First 5 San Bernardino Strategic Plan and can achieve measurable outcomes.

Due to the tremendous workload of processing proposals in response to the Investing in Children RFP, an addendum will be posted to extend the date for notification of unsuccessful proposals from April 2, 2012 to April 16, 2012.

Proposers may appeal the decision of an unsuccessful proposal on the following grounds only:

- The Commission failed to follow the selection procedures and adhere to requirements specified in the RFP and any addenda or amendments
- There has been a violation of conflict of interest provided by California Government Code Section 87100 et seq
- There has been a violation of State or Federal law

Appeals will not be accepted on any other grounds. A request for an appeal must be in writing, delivered to the address listed, and submitted within five (5) business days of the date on the notification of a denied award/unsuccessful proposal. The deadline for applying for appeal will be extended from April 12, 2012 to April 23, 2012. All proposers will receive this notification and it will be posted to the First 5 website at: [www.first5sanbernardino.org](http://www.first5sanbernardino.org).

Beginning this week, invitations are going out to proposers to participate in further discussions and contract negotiations. Contract negotiations and discussion does not in any way constitute a contract award or contract approval. All recommended contracts will be brought before the Commission for final approval.

### **PROPOSITION 10 – Backfill and Declining Revenues**

Prior to 1989, California had a \$0.10 per pack excise tax on cigarettes. Proposition 99 increased the tax by \$0.25 effective January 1, 1989. A tax of \$0.02 per pack was added to fund breast cancer research and education programs in 1994, bringing the total tax to \$0.37. Proposition 10 increased the cigarette tax from \$0.37 per pack to \$0.87 effective January 1, 1999.

Tax paid cigarette distributions have decreased dramatically over the past 30 years, before and after Prop 10. As a result, revenues for all funds supported by cigarette taxes have declined as well. Based on outcomes from similar tax increases, there is strong evidence that the Prop 10 tax increase results in greater declines in annual tobacco sales than would have been the case had the Proposition not passed.

Backfill language included in Prop 10 directs that a transfer of funds to Proposition 99 and Breast Cancer programs be made to backfill for revenue losses to those programs resulting from consumption changes triggered by Prop 10. A backfill determination of \$16.5 million for fiscal year 2010-11 was approved by the Board of Equalization in January 2012. This is down from the previous year by \$3.7 million. One of the factors reducing the size of the backfill is a residual effect of the \$0.62 federal cigarette and tobacco tax increase that became effective April 1, 2009.

Locally, First 5 San Bernardino has experienced a decline in revenue over the 3 prior fiscal years in the amount of \$3.2 million or 12.38%. Revenue held slightly more stable for this fiscal year of 2011-12 and we anticipate receiving about \$22.9 million.

Looking for a dental health care provider for your child? Call one of our First 5 Dental Health Care Providers for assistance. Screenings and routine care are often at no cost to the parent!

Arrowhead Regional Medical Center/ARMC First 5 Dental Program  
(800) 722-4597  
Countywide Services

Community Health Systems, Inc./Inland Empire Community Health Center  
(909) 877-0510  
[www.chsica.org](http://www.chsica.org)  
Serving the Central Valley

Dental Health Foundation/WIC: Early Entry to Dental Disease Prevention  
(909) 921-7239  
[www.dentalhealthfoundation.org](http://www.dentalhealthfoundation.org)  
Countywide Services

Inland Counties Regional Center, Inc. /IRC's First Start Oral Health Access  
(909) 890-3000  
[www.inlandrc.org](http://www.inlandrc.org)  
Countywide Services

Victor Valley Community Dental Service Program/First 5 Child Dental Care  
(760) 951-9181  
[www.vvcdsp.com](http://www.vvcdsp.com)  
Serving the High Desert

## Thank you Phillips Sonicare!

First 5 San Bernardino has funded The San Bernardino Early Entry to Care Project since July 2010. This innovative program increases access to oral health services for children 0-5 and pregnant women identified at medical portals and WIC sites.

Utilizing a generous donation from Phillips Sonicare, The Center for Oral Health staff is able to provide low-income participants with a very special gift. The Sonic toothbrush is a unique incentive for participating moms. This opportunity allows The Center for Oral Health staff to truly take advantage of teachable moments. Parents are excited to receive the gift and open to the education and guidance provided during the session. Parents need to have the best possible oral health during their pregnancy, home care is of utmost importance, and the baby should see a dentist by the age of one year.

The substantial investment from First 5 allows The Center for Oral Health not only to clinically assess the women, but also apply fluoride varnish, counsel on xylitol and good nutrition, and discuss choices for the new baby.



## Healthy Teeth, Healthy Me

Seasame Workshop has teamed up with First 5 Association and other nonprofits to produce the Healthy Teeth, Healthy Me booklet with DVD.

Copies will be available at First 5 San Bernardino dental health care providers listed on page 3 or visit [www.seasamestreet.org/teeth](http://www.seasamestreet.org/teeth) to watch teeth-brushing videos and to download free fun activities like a printable puzzle, coloring pages and a brushing chart.



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